

HIGHLY CONFIDENTIAL – SUBJECT TO PROTECTIVE ORDER

**TABLE 1: DR. ISRAEL'S TABLE 16 OMITS THAT GOOGLE'S PRODUCTS ARE MULTIPLES LARGER THAN "SMALL" AND "LARGE" FIRMS THAT "SUCCESSFULLY COMPETE"**

Advertiser Buying Tools 2022 U.S. AdX Web Activity			Exchanges 2022 U.S. Open Bidding Web Activity		
Buyer	Spending (\$ Millions)	Impressions (Billions)	Bidder	Spending (\$ Millions)	Impressions (Billions)
DV360	\$1,557.9	617.6		\$76.3	34.6
GoogleAds	\$1,405.0	730.7		\$70.5	26.4
	\$213.7	45.7		\$65.0	31.0
	\$61.4	19.6		\$51.8	29.0
	\$46.6	41.4		\$45.3	23.9
	\$28.6	8.2		\$44.2	24.5
	\$16.0	8.2		\$28.2	12.7
	\$8.8	3.8		\$25.4	14.4
	\$8.1	4.7		\$17.2	10.4
	\$7.1	1.6		\$13.6	5.1
	\$7.0	0.7		\$12.8	6.8
	\$6.8	1.9		\$11.5	4.3
	\$6.7	1.4		\$7.4	3.1
	\$6.4	4.6		\$7.2	3.2
	\$5.2	5.4		\$5.2	2.7
All Others	\$53.6	56.7	All Others	\$12.0	6.9
Total Non-Google	\$475.9	203.9	Total Open Bidders	\$493.4	239.0
Total Google	\$2,962.9	1,348.3	All AdX	\$3,438.7	1,552.2

Sources and Notes: GOOG-AT-MDL-DATA-000066537 to -482007, GOOG-AT-MDL-DATA-000508827 to -58886, and GOOG-AT-MDL-DATA-000561536 to -4882 (AdX RFP 243 data). See AdX and OB Activity Workpaper. Row "All AdX" in the Exchange table represents the sum of "Total Non-Google" and "Total Google" in the Advertiser Buying Tools table.